



**US Army Corps
of Engineers®**
Kansas City District

Media Advisory

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Contact: Mitch Frazier
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WHAT: Introduce new water safety campaign
WHEN: 1 p.m. Wednesday, July 16
WHERE: Smithville Lake's Camp Branch Boat ramp (*directions below*)
WHY: Emphasize the importance of wearing a life jacket while boating and prevent needless loss of life on Corps' lakes

Water Patrol, Corps team up to 'catch' kids wearing life jackets

Smithville, Mo. – Members of the media will get an up-close look at 1p.m. Wednesday at a campaign sponsored by the Army Corps of Engineers and the Missouri Water Patrol aimed at increasing life jacket use among children.

The program, "I got caught wearing my life jacket," will reward young boaters with a T-shirt if they are caught wearing an approved life jacket while boating on Smithville, Blue Springs and Longview lakes July 19-20.

"This will be a positive reinforcement that we hope will encourage kids to continue wearing their life jacket in the future," said Megan Sisk, water safety ranger with the Kansas City District of the Corps. "It's important children learn at an early age the value of being safe and wearing a Coast Guard approved personal floatation device."

Drowning deaths are on the rise on Corps lakes this summer. Seven people have lost their lives while boating and recreating on Corps lakes this season, an increase over last year's five lake fatalities.

Nationwide more than 600 people lose their lives in boating accidents every year, and historically, nine out of 10 are not wearing a life jacket.

For more information, contact Mitch Frazier at (816) 983-3486.

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Editor's Note: *A chase boat will be available for media following the introduction of the program to film/photograph the program in action.*

Directions to Camp Branch Marina: *Hwy169 to Hwy 92. Turn east on Hwy 92 and proceed 6.5 miles to Hwy E. Turn North on Hwy E. Turn right onto Collins and proceed over bridge to Camp Branch Marina. Turn left into Camp Branch Marina.*